

Web hosting Services and Domain names

Contributed by Robert Dobes
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Take note that, while your domain name on Geocities or AOL may seem like the least expensive way to go, it may also get you dropped from certain search engines. Some search engines ignore domain addresses that reside on these “free servers“ or on the “cheap“ servers.

Even if your site is recognized and considered by search engines, a professional domain name that uses your primary company name or associated words is likely to get more attention and be considered as a stable business by your prospective customers.

Purchasing domain names are not that expensive which cost about \$100 and there are many companies that can register the name for you, provided it is available and has not already been used by another company.

Using one of your keywords in your domain name can increase your score on some search engines. For example, solderingirons.com could be more effective as Electric-soldering-irons.com, if that domain name was available.

You might also choose to establish more than one domain name using keywords and then link your “doorway“ domain sites to your primary site. But you will have to pay for each of the domain name and also the monthly hosting fees. It all depends on the type and size of your business and your competition.

Keep in mind that some search engines disregard “doorway“ sites. So put at least a page of content on the doorway site with some useful information and then link it to your primary site. But don’t design it as an empty page. The other reason being, you can have one, three, five, or even more email addresses that all contain your business name, and give your business a professional feel. When customers get emails from dominicstone@solderingirons.com they feel as if they are dealing with a stable, professional business operation.

No need for customers to understand how you manage all your email boxes on your domain. They just need to feel your business is dependable and reputable.